Saskatchewan
Highways and
Transportation

Hon. Grant Hodgins
Minister

Guide to Private Signing

Saskatchewan

86-04965/

GUIDE TO PRIVATE SIGNING

TABLE OF CONTENTS

		PAGE
100	Introduction	1
101	Purpose of Guide to Private Signing	1
102	Administration	1
200	Signing Controls	2
201	Highways Act and 1986 Amendment	2
202	Regulations pursuant to Highways Act	2
203	Important Considerations	3
204	Private Sign Types	3
204-01	On-Premise Signs	3
204-02	Off-Premise Signs - Advertising	4
	- Identification	4
300	Signing Corridors	5
301	Description	5
302	Procedure to establish signing corridors	5
302-01	Joint Consultation	5
302-02	Urban Municipality	5
302-03	Rural Municipality	6
302-04	Department of Highways and Transportation	6
302-05	The Landowner	6
303	Corridors-Specifications and Restrictions	7
303-01	Specifications	7
303-02	Location	7
303-03	Corridor Signs	8
304	Administration	8

400 Advertising Sign Exemptions and Prohibitions 9

401 Exemptions 9

401-01 Construction site signs 9
401-02 No trespassing 9
401-03 Election signs 9
401-04 Utility signs 9
401-05 Auction sale signs 10
401-06 Industrial start-up signs 10
401-07 Seasonal agriculture signs 10
401-08 Agriculture research 10
401-09 Wildlife signs 10

402 Sign Permits 11

402-01 On-Premise Signs 11
402-02 Off-Premise Signs - Advertising 11
- Identification 12

403 Sign Prohibitions 12

403-01 Lights displayed 12
403-02 Parts moving 12
403-03 Resemblance to official signs 12
403-04 Sight line interference 13

404 Other Controls 13

404-01 Municipal bylaws 13

500 General Conditions 14

501 Size, dimensions 14

502 Spacing 14

600 Identification Signs 16

601 Who Qualifies 16

602 Location 16

603 Rules 16

700	Suggested Sign Design Guidelines		17
	701 General		17
	702 Legibility		17
	702-01	Message clarity	17
	702-02	Lettering	17
	702-03	Symbolic message	18
	702-04	Visibility	18
	702-05	Durability	19
	702-06	Contrast	20
800	Agreement Forms		21
	801 Request to establish corridor		21
	802 Corridor Approval		22
	803 Appointment of Administrator		23
	804 Sign erection permit (approval)		24
900	Request For Information		25
	901 District Offices and addresses		25
	902 District boundary map		26
1000	Typical Inquiries and Responses		27
APPENDIX I	The Erection of Signs Adjacent to Provincial Highways Regulations, 1986		29

100 Introduction

101 Purpose of Guide to Private Signing

In the past there has been a lack of opportunities to promote the many facilities, attractions, and services available to the road user within our province. Businesses and communities have expressed a desire to be allowed to have more private signing along provincial highways.

The Guide to Private Signing has been prepared to assist in the orderly development and administration of private signing along Provincial Highways. The principles used to control signing are briefly explained in common terms to help municipal authorities, business and private individuals better understand highway signing in general and private signing in particular.

102 Administration

The Saskatchewan Department of Highways and Transportation controls and either directly or indirectly administers all signs located adjacent to provincial highways.

Under the auspices of the Department of Highways and Transportation, local municipalities are responsible for the administration of advertising signs within signing corridors.

URBAN MUNICIPALITIES are referred specifically to sections 204, 300 to 304 inclusive, 404, and 800 to 1000 inclusive.

RURAL MUNICIPALITIES are referred specifically to sections 204, 300 to 502 inclusive, and 800 to 1,000 inclusive.

BUSINESSES AND INDIVIDUALS wishing to erect signs are referred to sections 200 to 204 inclusive, 400 to 702 inclusive, 900, and 1000.

200 Signing Controls

There are important reasons for private signing rules. Saskatchewan's scenic resources must be preserved and protected for the view of motorists on our highway system. At the same time tourists should be made aware of the many excellent facilities and tourist attractions in our province. Safety considerations are also of prime importance.

NOTE: The Highways and Transportation Act and the regulations established under the Act legally apply only on rural provincial highways. The Department of Highways and Transportation recommends that the intent of these laws be followed within incorporated urban boundaries and Indian Reserve Boundaries where any public highway is maintained by the department. This is because a significant number of these laws were enacted due to safety and liability considerations.

201 The Highways and Transportation Act and 1986 Act Amendment

The Highways and Transportation Act is the provincial statute which controls private signing adjacent to provincial highways. Prior to a May 26, 1986 amendment to the Act, most private signs were prohibited within 400 metres of provincial highways.

The 1986 amendment has allowed the government to establish Regulations which exempt private advertising signing from this prohibition. The Minister of the Saskatchewan Department of Highways and Transportation can now permit and regulate a much larger range of signs.

202 Regulations Pursuant to the Highways Act

The new Regulations entitled The Erection of Signs Adjacent to Provincial Highways Regulations, 1986, control all private signing along provincial highways.

These regulations allow more latitude to businesses respecting private highway signs. At the same time, controls have been established to ensure that the new signing opportunities are not abused.

203 Important Considerations

All signs must be authorized by permit by the appropriate authorized department representative, except for some limited sign types which will be mentioned later.

Most importantly, all signs must be maintained in a neat and professional manner.

All associated costs or liabilities resulting from sign fabrication and placement are the responsibility of the sign owner.

NOTE:

1. Before digging holes for signposts, the sign owner should check with local telephone, power and utility companies for buried utilities in the area.

2. Section 115 of The Liquor Act prohibits any advertising or reference by sign or billboard dealing with alcoholic beverages. This includes any references to beverage rooms, "happy hours", liquor or beer company sign sponsors, their logos or products.

204 Private Sign Types

204-01 On-Premise Signs

On-premise signs advertise the goods or services sold or provided by a business on the premises of the business.

On-premise advertising signs greater than 3 square metres in area require a permit from the Department of Highways and Transportation, if they are located near a provincial highway. (See section 402-01)

204-02 Off-Premise Signs

Off-premise signs are grouped into two broad categories, Identification Signs and Advertising Signs.

Signs must be erected in accordance with any municipal bylaws. The owner of the sign is required to make arrangements with the owner of the property for permission to erect the sign.

Advertising Signs

Off-premise advertising signs provide local businesses with a chance to advertise goods and services adjacent to provincial highway routes within established sign corridors. (See section 402-02)

Identification Signs

Off-premise identification signs provide information concerning the identity, location, and direction of isolated rural businesses not readily visible from the highway. Advertising is not allowed on these signs. (See sections 402-02 and 600)

300 Signing Corridors

301 Description

A sign corridor is a designated strip of land parallel and adjacent to a provincial highway, but outside the normal highway right-of-way, where private advertising signs may be permitted to advertise goods and services of local area businesses and attractions.

302 Procedure to Establish a Signing Corridor

302-01 Joint consultation is required between the urban and rural municipalities and the affected land owners.

302-02 The urban municipality must:

(1) Determine if signing corridors are required.

Local businesses will be the main beneficiaries of these corridors and should be consulted.

(2) Confer with the rural municipality and local landowners.

The location of the corridors must be determined and agreed upon by all three parties.

Corridor administration must be agreed upon by the urban and rural municipalites.

(3) Obtain an agreement with the rural municipality regarding the location and administration of the corridors.

(4) Obtain agreements with the local landowners involved regarding the location of the corridors, placement of signs, and range of land rental rates.

(5) Request that the Department of Highways and Transportation establish the corridor.

Documentation must be provided which indicates agreement has been reached between all parties.

A sample application form is provided in section 801.

302-03 The rural municipality must:

(1) Pass a resolution in council, or otherwise approve in writing the establishment of the corridor.

(2) Agree to administer the signing corridor according to all provincial and municipal laws.

The rural municipality can have the department transfer administrative responsibilities to the urban municipality.

302-04 The Department of Highways and Transportation would:

(1) establish the signing corridor and appoint the administrator.

(2) mark the corridor in the field.

The Department of Highways and Transportation will not be involved with the ongoing administration of a sign corridor.

302-05 The landowner would:

(1) Agree to allow permitted private signs on his property.

(2) Negotiate and agree to a fair range of rental rates for private sign land use.

Landowners have the right to refuse signing corridors on their land, or to refuse any one particular sign on their land.

303 Corridor Specifications and Restrictions

303-01 Specifications

A corridor is normally established on the right-hand side of a provincial highway, unless a geographic condition or property owner concern dictates that a corridor should, in whole or part, be on the left hand side of the highway.

A corridor will only be allowed on one side of the highway. Corridors cannot be established across the highway from each other for the same urban centre.

The total length of a corridor approaching a community cannot exceed 2 kilometres. The corridor cannot extend further than 3.6 kilometres from the incorporated limits of the community.

Signing corridors will not be allowed within 500 metres of the junction of an intersecting provincial highway or provincial community access road.

303-02 Location

Signing corridors may be established in advance of the community's incorporated limits or in advance of an official community access road leading from the provincial highway to the community.

Where a community is within 10 km of a junction of two provincial highways then consideration will be given to establishing the corridor near the junction.

Corridors will not be established at a provincial highway junction further than 10 km (6 miles) from the community, if the provincial highway does not terminate at the community.

Where a community is located on a provincial highway and the highway serves only that community a corridor may be allowed near the provincial highway junction.

303-03 Corridor Signs

Signing in private sign corridors will be restricted to the advertising of businesses within 10 kilometres of the corridor.

304 Administration

The Rural Municipality will usually administer the corridor. Administration includes enforcing private sign regulations and local bylaws, as well as issuing sign permits within this corridor. The integrity of municipal bylaws, good sign appearance and weed control in the area is ensured in this manner.

The Rural Municipality does not have to issue any permits for private signs in contravention of their bylaws.

400 Exemptions, Permits and Prohibitions

401 Exemptions

Regulations established under the Highways and Transportation Act allow the following types of signs and exempt them from permit requirements.

Signs for auction sales, elections, industrial development, utility companies, and seasonal agriculture can be erected up to one metre inside the edge of a provincial highway right-of-way, providing that they don't obstruct the lines of sight from any roadway approaching the highway.

401-01 Construction site signs - These signs are located on the construction site for the period of construction, and identify the architect, engineer and/or contractor.

401-02 No trespassing signs - These signs are located on private property to prohibit trespassers, hunters and/or snowmobile operators from entering onto the property.

401-03 Election signs - These signs may be erected up to 1 metre inside of the fence line on the highway right-of-way, provided that they are erected by the person who owns the property beside the highway at that location.

Election signs can be up to 3 square metres in area. Larger signs must have a permit before they are erected.

The signs may not be erected until after the election writ has been issued, and must be removed within 7 calendar days of the election. In municipal elections, signs may not be erected until one month prior to the election date.

401-04 Utility signs - These signs may be erected inside the highway right-of-way. They are used to indicate the location of buried property owned by utility companies.

401-05 Auction sale signs - These signs can be erected on the day of the sale and must be removed the day after the sale. They can be up to 1 square metre in area containing the words "Auction Sale" or "Auction Sale Today" along with a directional arrow and the distance to the sale.

401-06 Industrial development signs - These signs identify and indicate the location of start-up operations for forestry, mining, oilfield exploration or similar activities. They can be up to 1 square metre in area. The sign must be removed after the completion of start-up operations.

401-07 Seasonal agriculture signs - These signs indicate the location of sale of products or goods, where the sale is of a short term or seasonal nature. They can be up to 1 square metre in area.

Before a sign is erected, the following conditions must be met.

i) The items for sale must be agricultural products or goods produced on the land where they are being sold, and

ii) The sign can only remain in place for a total of two months per calendar year.

401-08 Agricultural research signs - These signs are used to identify research, demonstration or promotional projects related to non-profit agricultural organizations.

401-09 Wildlife signs - These signs are used to identify and provide information about wildlife management zones.

402 Sign Permits

With the exception of those signs listed in section 401, all private signs must be permitted and must be erected outside of normal highway right-of-way requirements. In most cases, highway right-of-way requirements will include at least the highway ditch up to the fence line.

402-01 On-Premise Signs

On-premise signs advertise the goods or services sold or provided by a business on the premises of the business.

On-premise advertising signs greater than 3 square metres in area require a permit from the Department of Highways and Transportation, if they are located near a provincial highway. The department does not charge permit fees for on-premise signs.

To apply for an on-premise sign permit contact the nearest district office of the Department of Highways and Transportation.

The department has the right to refuse to issue a permit for any justifiable reason.

402-02 Off-Premise Signs

Off-premise signs are grouped into two broad categories, Identification Signs and Advertising Signs.

Signs must be erected in accordance with municipal bylaws. The owner of the sign is required to make arrangements with the owner of the property for permission to erect the sign.

Advertising signs

Off-premise advertising signs may only be erected in an established sign corridor.

To apply for an advertising sign permit contact the Rural Municipality office in which the sign corridor is located in. Certification of permission to erect the sign from the landowner or renter will be required.

The corridor administrator has the right to issue or refuse to issue a permit in accordance with provincial regulations and municipal bylaws.

If a signing corridor is not located within 10 kilometres of your community or business, then you cannot obtain a permit for, or erect, an advertising sign. Refer to the section on Signing Corridors and their creation.

Identification signs

Off-premise identification signs provide information concerning the identity, location, and direction of isolated rural businesses not readily visible from the highway. Advertising is not allowed on these signs.

To apply for an identification sign permit contact the nearest district office of the Department of Highways and Transportation. Certification of permission to erect the sign from the landowner or renter will be required.

The department has the right to issue or refuse to issue a permit for any justifiable reason.

403 Sign Prohibitions

For safety reasons the following private signs will be prohibited within 400 metres (1/4 mile) of any provincial highway.

403-01 Lights displayed - Signs which display an intermittent, flashing or rotating light can cause glare or confuse motorists driving at night.

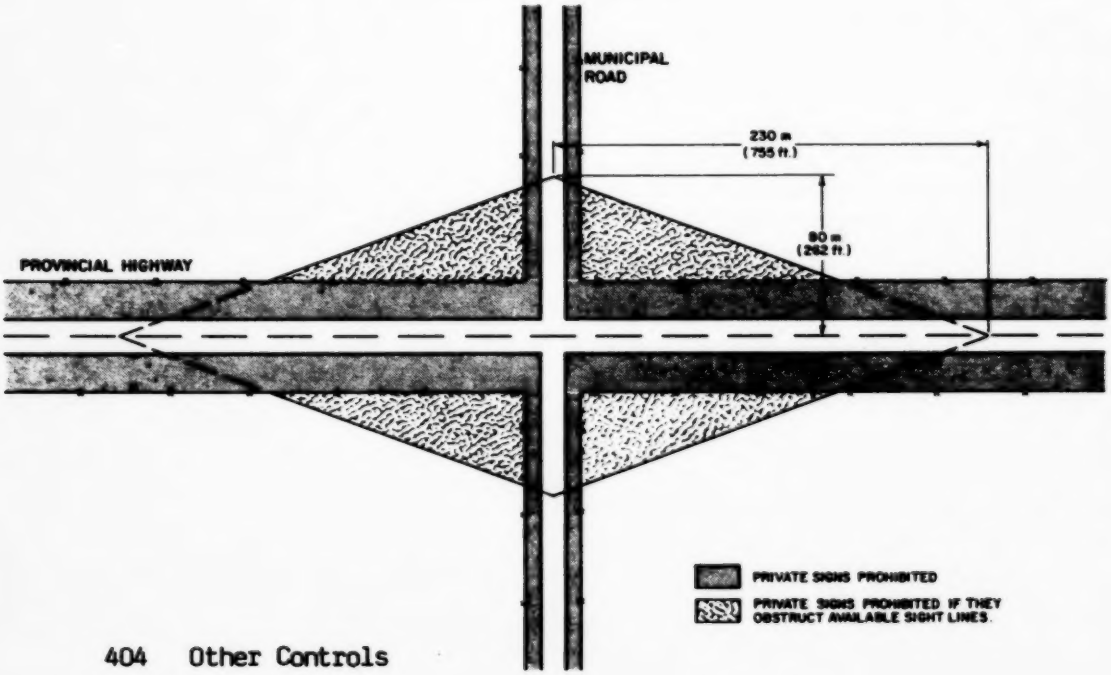
403-02 Parts moving - Signs which have any moving or rotating parts are a potentially dangerous distraction for motorists.

403-03 Resemblance to official signs - Signs which in any way resemble an official sign, or standard or commonly used traffic control device, can cause motorist confusion.

403-04 Sight line interference - Signs which block site lines at road intersections or railway crossings can cause serious accidents.

The area which a sight line covers (for one corner of an intersection.) is triangular in shape and can be determined by measuring 230 metres along the centreline of the highway and 80 metres along the centreline of the intersecting roadway or railway crossing.

SIGHT TRIANGLES


MUNICIPAL ROAD
230 m (755 ft.)
80 m (262 ft.)
PROVINCIAL HIGHWAY
PRIVATE SIGNS PROHIBITED
PRIVATE SIGNS PROHIBITED IF THEY OBSTRUCT AVAILABLE SIGHT LINES.

404 Other Controls

404-01 Municipal bylaws

Private signs are subject to all bylaws established by the municipality in which the signs are located. When the Department of Highways and Transportation issues a permit, the sign must still conform to all municipal bylaws. The Department of Highways and Transportation does not issue permits within the limits of incorporated urban municipalities. Sign owners are advised to check with rural municipality officials for local bylaws.

500 General Conditions

The following conditions apply to all off-premise advertising and information signs.

Signs cannot be erected on trees or painted or drawn on rocks or other natural features.

Signs cannot be placed adjacent to a horizontal curve on any provincial highway where an advisory speed has been posted.

Signs cannot form part of or be attached to a fence or building.

All signs will use free standing supports. No struts or auxiliary supports will be allowed.

The back of the sign must be painted or covered. The paint should be a neutral colour.

501 Size, dimensions

The height of an off-premise sign from the bottom of the sign support to the top of the sign face cannot be greater than 8 metres.

The size of off-premise signs cannot exceed twenty-three square metres, and cannot be less than three square metres in area.

502 Spacing

Adequate spacing between signs is required:

1. So that signs will not block the sight of signs behind them; and
2. To allow motorists to assimilate the message from each sign before reading the next sign.

Lateral spacing between the highway centreline and the sign is required so that large signs do not 'dominate' the highway, causing tunnel vision.

The table on the next page gives inter-sign distances and lateral spacing requirements.

Off-premise signs cannot be nearer than 500 metres from the intersection of two provincial highways, or a provincial highway and a provincial road. Private signs near intersections may interfere with official highway signs and traffic control devices.

PRIVATE SIGN SPACING REQUIREMENTS

SIGN AREA*		MINIMUM LATERAL DISTANCE** OF SIGN FROM CENTRELINE		MINIMUM DISTANCE*** OF SIGN FROM OTHER PERMITTED SIGNS	
Square Metres	Square Feet	Metres	Feet	Metres	Feet
3	32	22.0	72	36.0	118
4	43	22.0	72	48.0	157
5	54	22.0	72	60.0	197
6	65	22.0	72	72.0	236
7	75	23.3	76	84.0	276
8	86	26.7	88	96.0	315
9	97	30.0	98	108.0	354
10	108	33.3	109	120.0	394
11	118	36.7	120	132.0	433
12	129	40.0	131	144.0	472
13	140	43.3	142	150.0	492
14	151	46.7	153	150.0	492
15	161	50.0	164	150.0	492
16	172	53.3	175	150.0	492
17	183	56.7	186	150.0	492
18	194	60.0	197	150.0	492
19	205	63.3	208	150.0	492
20	215	66.7	219	150.0	492
21	226	70.0	230	150.0	492
22	237	73.3	240	150.0	492
23	248	76.7	252	150.0	492

* Allowable sign surface areas range from a maximum of 23 square metres to a minimum of 3 square metres.

** Signs can be no closer than 3.33 metres from the highway centreline for every square metre of sign surface area. All signs must be located outside of the provincial highway right-of-way.

*** The minimum distance between signs is 12 metres for every square metre of area of the larger of the two signs, up to a minimum distance of 150 metres for signs larger than 12.5 square metres in area.

600 Identification Signs

601 Who Qualifies

The following types of businesses can qualify to erect an identification sign;

(a) a non-profit organization for the purpose of advertising a one-time or annual event;
(b) an agricultural or business enterprise whose premises are located outside a city, town, village or organized hamlet and are not adjacent to a provincial highway.
(c) a non-profit, religious or community organization whose premises are outside a city, town, village or organized hamlet and are not adjacent to a provincial highway.
(d) any person for the purpose of public safety and protection.

602 Location

Identification signs must be located within 1.5 kilometres of the access point to the site of the enterprise or organization. The identification sign message must relate to the point of access. Note that a provincial highway will not be considered as an access from another provincial highway to an enterprise.

603 Rules

If an identificatioh sign permit is granted for a business, the business cannot have:

a) more than four off-premise signs on all provincial highways;
b) more than two off-premise signs on any one provincial highway;
c) off-premise signs on more than two provincial highways; and
d) more than one off-premise sign on any one provincial highway in any one direction of travel;

After a sign has been erected, a small identification sticker will be placed on the sign to show the permit number and date of sign erection.

700 Suggested Sign Design Guidelines

701 General

Communication experts often say that "the medium is the message". In this context, a sign will give a lasting impression of a business and community to the highway user. Often, people will gain this type of impression without remembering the sign message. The general appearance of the sign is as important as the sign message.

Those responsible for the planning, design, installation and maintenance of the sign should plan very carefully with attention to every detail. Every effort should be made to obtain an aesthetically pleasing sign which will be a positive reflection on your business or activity.

702 Legibility - Motorists must be able to read private off-premise signs at a glance as they drive by, if the signs are to be of any value.

There are a number of variable factors that limit the legibility of a sign message.

702-01 Message clarity - Motorists can only read and comprehend a very limited amount of information at highway speeds. Three or four lines of information with three or four words per line is the maximum that a normal motorist is able to read and comprehend while driving.

702-02 Lettering - The size and style of lettering are the most important factors for legibility.

- Letters should not be tightly compressed because their legibility is severely reduced.
- Upper and lower case letters are acceptable and sometimes may improve legibility.
- Script or highly stylized lettering types are very difficult to read and should be avoided as much as possible.

Simple Gothic or Helvetica style block lettering is the most commonly used lettering for highway signs. You can ask for samples of these lettering styles from printers or sign fabricators.

As a rule of thumb the size of lettering should be as large as practical. A 15 centimetre (six inch) high letter is the minimum effective size. Twenty to twenty five centimetre (8 to 10 inch) high lettering is most commonly used on highway signs.

The size of lettering on the same line should remain the same. Varying the size of lettering of different lines can be used to provide emphasis to the most important part of the sign message.

702-03 Symbolic message - The use of symbols or symbolic signs can be advantageous because:

- legibility distance is increased
- perception time is improved
- illiterate on non English speaking motorists can understand the message
- well designed symbolic signs are easier to assimilate than the corresponding verbal form because less sign area is used

Sign messages have to be distilled down to a very basic amount of information. Standard symbols should be used in order to convey as much information as possible.

702-04 Visibility - The visibility of the sign at night can be important to an all night business. This can be accomplished by using retro-reflective materials similar to highway signs, or electrical illumination which would light the sign internally or externally.

If retro-reflective materials are chosen it is recommended that a high quality, "high intensity" product be used. This will provide durability and ensure that enough light is returned to the motorist to read the sign.

Internal or external illumination should be carefully designed to ensure that there is no glare or undue distraction, since this may impair the night vision of the motorist. Illumination can be expensive, due to electrical power cable trenching costs.

The use of running or flashing electrical lights is strictly prohibited for reasons of safety and liability.

/02-03

Durability - The durability of the sign is very important to ensure long life and a minimum of maintenance. A variety of materials may be used to obtain a satisfactory sign that could last from between 5 to 10 years. The Department of Highways and Transportation uses high quality plastic sheeting on aluminum backing. While initial costs are fairly high, spread over the life of a sign it does become more economical to use the best materials possible. The current cost for large highway signs is $18. per square foot.

We advise you to seek the services of a reputable private sign shop in your area. The following information may be useful in deciding what materials to use in your sign. We encourage you to obtain a good quality, long life sign for permanent installations.

The following costs are based on (4' x 8') 120 cm x 240 cm signs.

Highway Quality Sign

Materials - Aluminum with reflective or non reflective sheeting laminated to the surface.
Cost - $200 - 250
Life expectancy - 8 - 12 years
Source - Professionally produced by a sign fabricator experienced with outdoor signs.

Outdoor Sign

Materials - Crezone (high density/marine) plywood (1/2" minimum). High quality paint and/or inks. Painted or silk screened or cut out vinyl lettering applied.
Cost - $125 - 175
Life expectancy - 4 - 6 years
Source - Professionally produced by a sign fabricator.

Self Made Permanent Sign

Materials - Quality plywood - with quality outdoor paint - painted legend.
Cost - range $50 - 75 (materials only)
Life expectancy - 2 - 3 years
Source - Self made

Temporary Sign

Materials - Regular plywood - inexpensive latex paints
Cost - $25 - 50
Life expectancy - 6 months - 1 year
Source - Self made

NOTE: Temporary signs should not be used for permanent installations. It may suffice for a one time, short duration sign.

Sign Posts

- 4" x 4" posts costing approximately 50¢ - $1.00 per foot are most commonly used.
- The length should be long enough to ensure a proper mounting.
- The bottom of the sign should be at least 3 feet (1 metre) from the ground.
- The posts should be placed firmly in the ground to a depth of at least 3 feet (1 metre) for a 4' x 8' sign.
- Treatment with a preservative will increase the life of the post.

702-06 Contrast - The use of high contrasting background and copy is important for legibility. Pastel colours have very poor contrast. Black and white have the most contrast. However there are many other suitable combinations of colours that work well together.

The use of a large number of colour combinations on one sign can reduce comprehension and create a poor impression if the sign appears gaudy.

800 Agreement Forms

801 Request to establish corridor

SAMPLE

APPLICATION FOR SIGNING CORRIDOR

In accordance with section 15(2) of The Erection of Signs Adjacent to Provincial Highways Regulations, (1986), R.R.S. c. H-3 Reg. 11, the community of

hereby requests the establishment of signing corridors at the following locations:

(1) Adjacent to Provincial Highway No. ___,_____of_____
(2)
(3)
(4)

and as specifically defined on the reverse side.

I/we certify that:

1. Permission to establish the sign corridors has been obtained from the landowner/lessee or administrator, as well as the Rural Municipality of _____, Number _____ in which the corridor will be located, as indicated by the attached documentation.

2. The Rural Municipality of _____, Number _____ has agreed to administer the sign corridor(s) in accordance with all provincial statutes and all local municipal bylaws dealing with sign erection, building erection, and zoning.

_____
(Signature of Town or City Official)

_____19_____ TELEPHONE:_____
(Date)

On an attached sheet sketch the details of the proposed corridors, including;

1. Distance from Highway centreline.
2. Distance from property lines (road allowance, blind line, 1/4 line).

SAMPLE

AUTHORIZATION TO ESTABLISH PRIVATE SIGNING CORRIDOR

TO WHOM IT MAY CONCERN:

In accordance with section 15(2) of The Erection of Signs Adjacent to Provincial Highways Regulations, (1986), R.R.S. c. H-3 Reg. 11, signing corridors for the community of
are hereby established at the following locations:

(1) Adjacent to Provincial Highway No. ___,____of_____

(2)

(3)

(4)

and as specifically defined on the reverse side.

Each corridor is established subject to the conditions contained in sections 15 and 16 of the regulations.

Subject to Section 17 of the regulations, the Minister of the Saskatchewan Department of Highways and Transportation may cancel a corridor at any time for any justifiable reason.

_____

Deputy Minister

803 Appointment of Administrator

SAMPLE

AUTHORIZATION TO ADMINISTER CORRIDOR

_____, 1986

TO WHOM IT MAY CONCERN

In accordance with Section 75 of The Highways and Transportation Act, R.S.S., c. H-3, I hereby appoint _____ in the Province of Saskatchewan to issue and cancel the permit or permits referred to in that section within the signing corridor established as follows:

_____ is also authorized to generally administer the corridors as outlined in section 75 and as authorized in the regulations pursuant to section 75.1 and 75.2 of The Highways and Transportation Act.

_____

Deputy Minister

804 Sign erection permit (Approval)

SAMPLE

PERMIT TO ERECT AN OFF-PREMISE ADVERTISING SIGN(S)

Date: _____

FROM: Corridor Administrator
XXXXXXXXX Street,
XXXXXXXXX, Saskatchewan.

TO WHOM IT MAY CONCERN

Dear Sir:

Permission is granted for the erection of _____ sign(s) at the following location(s): (Number)

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
(Highway)	(Land Location)	(Detailed Land Location)

This permit is issued subject to the following conditions:

1. The applicant is responsible for any alterations to telephone or power lines or other utilities made necessary by the work authorized by this permit.

2. Issue of the permit does not eliminate the need to comply with local building and zoning by-laws.

3. Erection of this sign(s) must be made within six calendar months of the date of this permit. If the sign(s) is not erected within this period, application must be made for renewal of this permit.

Yours truly,

_____
XXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

900 Request For Information

901 District Offices and addresses

SWIFT CURRENT

350 Cheadle Street West
P.O. Box 490
S9H 3W3
Phone: 773-2091

REGINA

2402-2nd Avenue
S4R 1A6
Phone 787-4969

YORKTON

41 Broadway West
S3N 3T9
Phone 782-2477

SASKATOON

3130-8th Street E.
S7K 2H6
Phone 664-5225

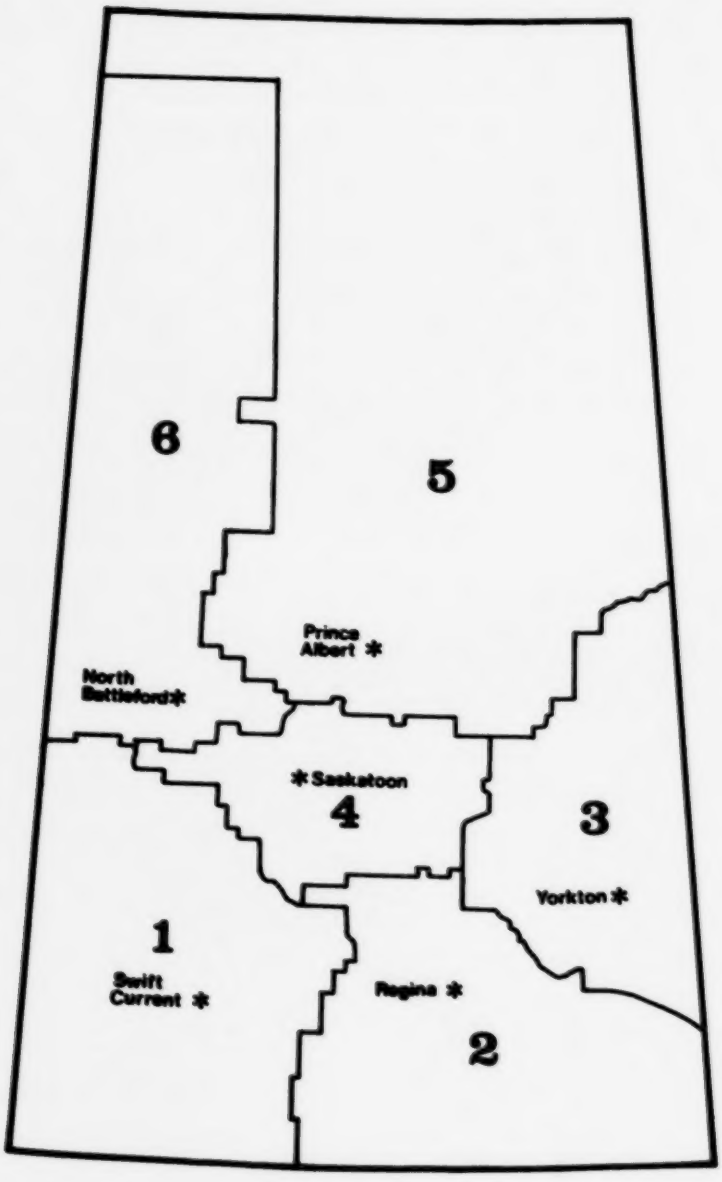
PRINCE ALBERT

365-36th Street W.
Box 3003
S6V 6G1
Phone 922-8700

NORTH BATTLEFORD

1192-102nd Street
Box 820
S9A 2Z7
Phone 445-9491

Saskatchewan Highways And Transportation



1000 Typical Inquiries and Responses

The following are questions are commonly asked about private signing adjacent provincial highways.

Q. Can I erect advertising signs on private property along Provincial Highways for my business?

A. The Highways Act generally prohibits off-premise advertising signs. There are some exceptions.

Q. What are the exceptions?

A. Private advertising and promotional/signs can be permitted as follows:

1. On the premises where the goods and services are provided.

2. Within the incorporated limits of a Village, Town or City if local bylaws are followed.

3. Within a Sign Corridor established by the department.

Q. What is a Sign Corridor?

A. A Sign Corridor is a designated strip of land outside the right-of-way where private off-premise signs may be permitted to advertise goods and services that are available at a local business or attraction.

Q. How is a Sign Corridor established?

A. The local urban municipality must request a corridor in writing to Department of Highways and Transportation. They must confirm that the landowners affected and the rural municipality are in agreement.

Q. Who administers the corridor?

A. Generally, the rural municipality where the corridor is located will administer the corridors and issue the required permits.

Q. Where can the sign corridors be located?

A. They are normally on the right hand side of the provincial highway within 3.6 kilometres of an urban municipality or the provincial road that leads to the community.

Q. How long are the corridors?

A. The maximum length is 2 kilometres.

Q. Can anyone erect signs in a corridor?

A. NO. Only local businesses in or near the community for which the corridor is established can advertise.

Q. Are permits required? Is there a cost?

A. YES. The rural municipality issues these on behalf of Department of Highways and Transportation. They may collect a small administrative fee.

Q. Are there any restrictions on the type of sign that can be erected?

A. There are some. The sign cannot have any flashing lights or moving parts or be erected in a location that will restrict a driver's sight lines at intersections. The maximum and minimum size of signs are controlled as is the spacing between signs.

Q. Do I need to check with the landowner before I can erect a sign in a corridor?

A. YES. The landowner has the final say. He may also charge an annual lease fee for the sign.

Q. Can I erect my sign in the ditch?

A. NO. Permanent private advertising signs cannot be erected within the public right-of-way. They must be on private property.

Q. Where can I get more information and details?

A. Contact the local municipality or Department of Highways and Transportation office.

NOTE: This general information is meant to provide an overview and does not cover a number of details and exceptions that can arise.

APPENDIX I

SCHEDULE

Title

1 These regulations may be cited as The Erection of Signs Adjacent to Provincial Highways Regulations, 1986.

Interpretation

2 In these regulations:

"Act"

(a) "Act" means The Highways and Transportation Act;

"advertising device"

(b) "advertising device" means a device, other than a type of sign that is, in the opinion of the minister, standard, that is placed or affixed:

(i) on land; or

(ii) on or to any object, structure or other thing that is on or affixed to land;

adjacent to a provincial highway and that advertises, attracts attention to or promotes publicity for an individual, business, organization, product or event and includes banners, bunting, streamers, strings of flags or multiple flag installations, lights, balloons, dirigibles, holograms and search lights and other devices that are decorative in nature;

"advertising sign"

(c) "advertising sign" means any sign intended to promote the sale of a specific product or the use or patronage of a specific business or activity;

"agricultural enterprise"

(d) "agricultural enterprise" means any activity that:

(i) derives produce directly from the work of cultivating the soil, or the raising of livestock or poultry, and which provides the primary source of income to the person owning or operating the enterprise; or

(ii) is associated with the primary processing of agricultural products;

"authorized person"

(e) "authorized person" means an officer or employee of the department or any other person who is authorized by the minister to perform the duties of and exercise the powers of the minister pursuant to these regulations;

"commercial area"

(f) "commercial area" means an area outside a city, town, village or organized hamlet which is subdivided to allow three or more business lots;

"election sign"

(g) "election sign" means any sign placed to encourage citizens to vote in an election held pursuant to the Canada Elections Act, as amended from time to time, The Election Act or The Local Government Election Act;

"identification sign"

(h) "identification sign" means a sign that displays, with respect to land:

(i) the name of the owner or occupier of the land or the business or activity carried out on the land;

(ii) the type of business or activity carried out on the land;

(iii) direction and distance from the provincial highway to the business or activity carried out on the land;
(iv) the logo, slogan or telephone number of the business or activity carried out on the land; or
(v) any combination of the items described in subclauses (i) to (iv);

but does not include a billboard, notice, banner, bunting, streamer, string of flags or multiple flag installation, lights, including flashing lights, balloon, dirigible, hologram, search light, mechanized display, three-dimensional structure or art form;

"logo" (i) "logo" means a non-heraldic symbol used to identify a business or organization;

"off-premise sign" (j) "off-premise sign" means a sign that is located separate and apart from the land on which the business or activity is located;

"on-premise sign" (k) "on-premise sign" means a sign that is located on the land on which the business or activity is located;

"permit" (l) "permit" means a valid and subsisting permit issued pursuant to subsection 75(1.2) of the Act;

"private sign" (m) "private sign" means an on-premise or off-premise sign owned by a person or business;

"provincial road" (n) "provincial road" means any public highway that the Department of Highways and Transportation maintains;

"right-of-way" (o) "right-of-way" means the property owned by Her Majesty in right of Saskatchewan for a provincial highway or a roadway maintained by the department;

"sight triangle" (p) "sight triangle" means a triangular area located at the intersection of a provincial highway and any road or railway line formed by straight lines joining:
(i) the point of centreline intersection of the provincial highway and the intersecting road or railway line;
(ii) a point 230 metres from the point of centreline intersection, as measured along the highway centreline; and
(iii) a point 80 metres from the point of centreline intersection, as measured along the centreline of the road or railway line;

"sign" (q) "sign" means a written mark, free standing structure or device that is not part of any building and that is used for the purpose of providing information or advertising to the public;

"signing corridor" (r) "signing corridor" means a designated strip of land that is parallel and adjacent to a provincial highway but outside the normal highway right-of-way, where private off-premise signs may be permitted to advertise goods and services that are available at a local business.

Authorization

3 The minister may authorize any employee or officer of the department or any other person to perform any duties and to exercise any powers imposed on him by these regulations and the performance of those duties and the exercise of those powers by the authorized person is deemed to be the performance or exercise, as the case may be, of the minister.

Official signs

4(1) A person who wishes to have the department erect an official sign within the provincial highway right-of-way shall:

(a) apply to the department on a form provided by the department; and

(b) forward a fee of $50 with his application.

(2) Where the department receives an application and the prescribed fee pursuant to subsection (1), the minister or any authorized employee of the department may grant or refuse to grant the application.

(3) Where the minister or authorized person refuses to grant an application, the department shall return to the applicant any fee forwarded to the department with his application.

(4) The department shall charge the applicant any amount for the official signs and the erection of the official signs that the minister considers appropriate to allow the department to recover its costs and expenses pursuant to subsection (5) in providing, erecting and maintaining the official signs.

(5) The department shall:

(a) arrange for the detailed design of the sign and the manufacture of the sign;

(b) supply the materials and labour for the erection of the sign;

(c) maintain the official sign on the highway for at least five years.

(6) After the expiration of five years from the date the official sign is erected, the applicant may apply to the department to have the department continue to maintain the official sign and the minister or an authorized employee of the department may:

(a) approve the application or refuse the application; and

(b) if the application is approved, charge the applicant any amount that the minister considers appropriate to allow the department to recover its costs and expenses in maintaining the official sign.

Prohibited signs

5 No person shall erect, place or otherwise locate within 400 metres of a provincial highway, outside the limits of a city, town, village or organized hamlet a private sign that:

(a) displays any intermittent, flashing or rotating light;

(b) has any moving or rotating parts;

(c) in any way resembles an official sign or a standard or commonly used traffic control device and that may cause motorist confusion;

(d) is located within any sight triangle and, by itself, interferes with sight lines of any road intersection or at-grade railway crossing; or

(e) is greater than 0.3 square metres in area for every metre that it is distant from the highway centreline.

General conditions

6 A permit is deemed to be granted subject to the following terms and conditions:

(a) the holder of a permit shall ensure that all signs erected under the permit are located off the right of way and do not encroach on the right of way of a provincial highway or a roadway maintained by the department unless expressly permitted by the permit;

(b) the holder of a permit shall ensure that all signs erected under the permit are maintained in an appearance that is, in the opinion of the minister or an authorized person, neat and professional;

(c) no holder of a permit shall erect a sign under the permit that may, in the opinion of the minister or an authorized person, cause or create an unacceptable hazard or distraction to a driver on a public highway;

(d) the holder of a permit shall ensure that all signs erected under the permit conform to all local municipal bylaws dealing with the erection and maintenance of signs.

Applications for on-premise signs

7(1) A person who wishes to erect an on-premise sign which is greater than three square metres in area shall apply to the department on a form to be provided by the department.

(2) Where the department receives an application pursuant to subsection (1), the minister or authorized department official may grant or refuse to grant a permit to the applicant to erect an on-premise sign.

On-premise signs not requiring a permit

8 In addition to on-premise signs identified in subsection 75(1) of the Act, no permit is required to erect an on-premise sign that is:

(a) a sign that identifies the architect, engineer and contractor of a construction site and that is located on the construction site for the period of construction; and

(b) a sign to prevent trespassers and snowmobile operators and to restrict or deny access to hunters where the area of the sign does not exceed one square metre.

Conditions applying to off-premise signs

9 No holder of a permit shall erect an off-premise sign pursuant to the authority of the permit:

(a) adjacent to any provincial highway, where official signs are in place on that highway and those official signs contain guidance, direction or information of the same kind that will be put on the off-premise sign;

(b) adjacent to any provincial highway to identify an individual business located within a commercial area;

(c) at a distance from any other private sign erected by permit which is less than the applied ratio of 12 metres of distance for every square metre of area of the larger of the two signs, up to a maximum applied distance of 150 metres;

(d) nearer than 500 metres from the intersection of two provincial highways, or a provincial highway and a provincial road, and, for the purposes of this clause and in the case of an interchange, the 500 metres is to be measured along the highway from the nearest end of the pavement widening at the exit from or entrance to the main travelled lanes;

(e) that is greater than 23 square metres in area or less than 3 square metres in area;

(f) that is greater than eight metres in height from the bottom of the sign support to the top of the sign face;

(g) that is made to form part of or is attached to a fence or building;

(h) that is erected on trees or painted or drawn on rocks or other natural features;

(i) that is not supported by free-standing supports with no struts or auxilliary supports;

(j) that is not painted or covered on the back with a neutral colour;

(k) that is placed adjacent to a horizontal curve on any provincial highway where an advisory speed has been posted;

(l) incorporates an advertising device as part of its make-up or structure;

(m) on land owned by Her Majesty in right of Canada or in right of Saskatchewan, unless it is set back from the centreline of the highway a distance as specified in the sign permit.

Off-premise signs not requiring permit

10(1) In the case of off-premise signs, no permit is required to erect:

(a) directional signs containing only the words "Auction Sale" or "Auction Sale Today" along with a directional arrow and the distance to the sale, where those signs:

(i) are erected on the day of the sale and removed on the day after the sale; and

(ii) the area of the sign does not exceed one square metre;

(b) election signs up to three square metres in area, where:
(i) the election signs are not erected until after the election writ has been issued; or
(ii) in the case of municipal elections, signs are not erected more than one month before the date of the election;
and are removed within seven calendar days after the date of the election;
(c) industrial development signs not exceeding one square metre in area to indicate the location and identity of start-up operations for forestry, mining, oilfield exploration or other similar activities, where those signs are removed after the completion of start-up operations;
(d) utility company signs to indicate buried property of the utility or other signs required by statute;
(e) directional signs which indicate the location of sale of products or goods, where the sale is of a short-term or seasonal nature, and:
(i) the products or goods for sale are agricultural in nature and are produced at the rural location indicated by the directional sign;
(ii) the area of the sign does not exceed one square metre; and
(iii) the sign does not remain in service for more than two consecutive months per calendar year;
(f) identification signs for research, demonstration or promotional projects related to the agricultural activities of a non-profit organization;
(g) wildlife management information signs.

(2) The off-premise signs described in clauses (1)(a) to (e) may be erected up to one metre inside the edge of a provincial highway right-of-way but only where they:
(a) are not erected in the ditch or on the roadway or approaches to the provincial highway; and
(b) do not, in the opinion of the department, interfere or obstruct the view of official signs or the safe sight lines at intersections.

Revocation of permit re: off-premise sign

11 The minister or any authorized person may cancel a permit granted to erect an off-premise sign at any time by giving the holder of the permit written notice of the cancellation personally or by registered or certified mail addressed to the last address of the holder of the permit that is known to the authorized person or the department.

Identification signs allowed

12 An identification sign may be erected only by:

(a) a non-profit organization for the purpose of advertising a one-time or annual event;

(b) an agricultural or business enterprise whose premises are located outside a city, town, village or organized hamlet and are not adjacent to a provincial highway, for the purpose of identifying the location of the premises and the nature of the business;

(c) a non-profit, religious or community organization whose premises are outside a city, town, village or organized hamlet and are not adjacent to a provincial highway, for the purpose of identifying the location of the premises; or

(d) any person for the purpose of public safety and protection.

Application for identification sign permits

13(1) A person who wishes to erect an identification sign shall:

(a) apply to the department on an application form to be provided by the department;

(b) certify on the application that permission to erect the sign has been obtained from the owner, lessee or administrator of the property on which the sign is to be erected and identify the person granting that permission.

(2) An applicant may apply pursuant to subsection (1) to erect more than one identification sign.

(3) Where the department receives an application pursuant to subsection (1), the minister or authorized department employee may:

(a) grant a permit to the applicant to erect an identification sign; or

(b) refuse to grant a permit to the applicant.

Identification signs

14(1) No holder of a permit to erect an identification sign shall erect a sign pursuant to the authority of the permit:

(a) if, where the holder of the permit is a business enterprise or a business organization, the enterprise or organization will have as a result of the erection of the sign:

(i) more than four off-premise signs on all provincial highways;

(ii) more than two signs on any one provincial highway;

(iii) off-premise signs on more than two provincial highways; or

(iv) more than one off-premise sign on any one provincial highway in any one direction of travel;

(b) if the identification sign is located more than 1.5 kilometres from the point at which a public highway or private roadway that provides access to the site of the enterprise or organization that is the subject of the off-premise sign meets the provincial highway;

(c) unless the identification sign message relates to the point of access mentioned in clause (b); and

(d) unless the permit number and date of sign erection are displayed on the front face in the lower left corner of an off-premise sign.

(2) For the purposes of clause (1)(b), a provincial highway is not to be considered to be an access from another provincial highway to the site of an enterprise.

Signing corridors

15(1) In sections 15 to 18, "corridor" means a signing corridor.

(2) The minister may establish corridors and designate the community for which a corridor is established in accordance with this section and section 16.

(3) No corridor shall be established within 500 metres of the junction of a provincial highway with:

(a) another provincial highway; or

(b) a provincial road.

(4) Every corridor shall:

(a) wherever possible, be established only on the right hand side of a provincial highway approaching the urban municipality;

(b) terminate within 3.6 kilometres of an urban municipality for which it is established or the provincial road or provincial highway accessing such an urban municipality; and

(c) not exceed two kilometres in cumulative length.

(5) The minister may establish a corridor for an urban municipality on a provincial highway provided that:

(a) the urban municipality is connected to the provincial highway by a community access road;

(b) the urban municipality is connected to the provincial highway by a second provincial highway that:

(i) accesses only that urban municipality; or

(ii) is not more than 10 kilometres in length from the urban municipality to the junction of the two provincial highways; or

(c) the urban municipality is located on the route of a provincial highway.

Establishment of corridor

16(1) Where an urban municipality wishes to have a corridor on a provincial highway, the urban municipality shall apply in writing to the minister requesting that he establish the corridor.

(2) An application pursuant to subsection (1) shall be accompanied by:

(a) a complete description of the proposed corridor;

(b) confirmation that the urban municipality has obtained the agreement of any rural municipality through which the corridor is to pass with respect to the establishment, location and administration of the corridor;

(c) confirmation that the urban municipality has reached an agreement with the owners of land on which signs are to be placed with respect to the location of signs and the rates to be paid to the owners of the land;

(d) the name of the rural municipality that will administer the corridor; and

(e) where the rural municipality does not wish to administer the corridor, the name of the urban municipality that will administer the corridor.

(3) Where the minister receives an application pursuant to this section, he may:

(a) establish the corridor and appoint the specified municipality to administer the corridor in accordance with the Act and these regulations; or

(b) refuse to establish the corridor.

Cancellation

17(1) The minister may, on written notice to the municipality administering a corridor, cancel:

(a) his approval of the corridor;

(b) the appointment of the municipality as administrator of the corridor.

(2) On receipt of a notice cancelling a corridor, the municipality administering the corridor shall surrender all administration records related to the corridor to the minister.

(3) On receipt of a notice from the minister that he has cancelled a corridor, every person who has placed a sign in the corridor shall immediately remove it.

Off-premise advertising signs

18 No off-premise advertising sign shall be placed adjacent to a provincial highway unless it is placed within a corridor and the location of the business or enterprise which the sign advertises is:

(a) within the boundaries of an urban municipality located within 10 kilometres of the corridor;

(b) within 10 kilometres of the corridor; or

(c) within the boundaries of the urban municipality for which the corridor was created pursuant to section 15.

R.R.S. c.H-3 Reg 9 repealed

19 The Erection of Signs Adjacent to Provincial Highways Regulations are repealed.

Coming into force

20 These regulations come into force on the day on which they are filed with the Registrar of Regulations.